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The Impact of Celebrity Endorsement, Positioning and Customer Relationship Management on Purchase Interest

Yunaidatur Rodifah¹, Anna Zakiyah Hastriana²

¹ Faculty of Sharia and Islamic Economics, Annuqayah University, Sumenep, Indonesia, yunaiar22@gmail.com

² Faculty of Sharia and Islamic Economics, Annuqayah University, Sumenep, Indonesia, anna.asthow@gmail.com

Corresponding Author : yunaiar22@gmail.com

Abstract. Purchase interest is an urge that arises after someone gets a stimulus from a product they see, thus creating a desire to buy and own it. This study aims to analyze the variables of Celebrity Endorsement, Positioning, and Customer Relationship Management that influence purchase interest of Arinna Hijab products. This type of research uses exploratory research with a quantitative descriptive approach. The population in this study are consumers who want or have purchased Arinna Hijab products. The number of samples used in this study was 115 respondents using purposive sampling techniques and data collection methods using questionnaires. The data analysis used was multiple linear regression analysis using SPSS software version 26. The findings of this study indicate that the variables of Celebrity Endorsement, Positioning have a significant positive effect partially or simultaneously on Purchase Interest of Arinna Hijab Products, while the variable Customer Relationship Management has a negative and significant effect on Purchase Interest of Arinna Hijab Products. Further research is recommended to explore other variables outside of celebrity endorsement, positioning, and customer relationship management, as well as consider demographic factors or certain types of industries to broaden understanding of consumer purchase interest.

Keywords: Celebrity Endorsement, Positioning, Customer Relationship Management, Purchase Interest

INTRODUCTION

In this era of globalization, product organizations must have the option to provide certain elements that are unique and different from their competitors, so that they can influence consumer purchasing interest in a manageable and controlled way, especially having the option to focus on elements that influence purchasing interest, especially buyer sentiment and feelings. Nowadays, the development of fashion, especially in fashion and hijab, is very rapid. Now someone is starting to pay more attention to the style of what they wear, because what they wear is one of the factors in determining their social status. Moreover, now the trend is the Arinna hijab, which is endorsed by top artists, namely Irish Bella, which is one of the factors that influences consumer purchasing interest. According to (Rorimpandey et al., 2023), purchasing interest arises after consumers are stimulated by the products they see, then the desire to buy and own them will arise.

Purchase interest is one part of consumer behavior that is formed through marketing stimuli. Every company must be able to carry out effective marketing activities in order to realize the success of its product sales (Purwanto, 2021). Purchase interest can arise not only because of the effectiveness of a good marketing strategy, but it can also arise because of reviews of services and products from previous consumers (Wibowo & Sarudin, 2023). According to (Purwanto, 2021) the factors that influence purchase interest are related to feelings and emotions, and this is the reason why researchers use celebrity endorsements, positioning, and customer relationship management to attract consumer purchase interest.

One of the things that influences consumer buying interest is celebrity endorsement. Here, celebrity endorsement has the power of attraction, expertise, and trust (Mubarok, 2016), so using celebrities as endorsers is a precise and effective way to introduce products to the wider community (Wijaya et al., 2020). The attributes possessed by celebrity endorsements or advertising stars such as expertise, skills, knowledge, experience, intelligence, nature, beauty, courage and achievements can be used as important points to attract consumer buying interest (Mubarok, 2016). Fan loyalty to their idols who become celebrity endorsements is utilized by several companies to increase buying interest in the products they launch (Nurdin et al., 2019). By using celebrity endorsements as supporters of a product so that it is trusted because in addition to increasing brand awareness, the celebrity also represents the personality of the brand they carry and is expected to be able to approach target consumers, who will ultimately be interested in buying products endorsed by the public figure (Prasojo, 2019). This means that the use of celebrities as endorsers is expected to increase buying interest in the product.

On the other hand, what influences consumer buying interest is positioning. Positioning is the process of forming an image or identity in the minds of consumers for a particular product, brand, or institution by building a perception that differentiates the product from other products. The purpose of positioning is to place the brand in the minds of consumers in order to maximize potential benefits for the company (Kevin Lane Keller, 2009). Positioning is a strategy to seize a strong position in the minds of consumers, concerning how to build trust, confidence, and competence for the Company (Chaerul Umam, 2013).

Another aspect that influences consumer buying interest is customer relationship management. According to (Onassis et al., 2024), Customer Relationship Management is a process of identifying, building, maintaining, accelerating and whenever necessary terminating relationships with consumers and other parties interested in the company to gain profit, and achieve overall company goals. Customer Relationship Management is also a strategy designed to attract and maintain consumer loyalty to the products or services offered by the Company (Onassis et al., 2024). With the implementation of effective customer relationship management, it is hoped that consumers in service companies can become loyal consumers (Bahri et al., 2022). Customer relationship management is greatly influenced by consumer buying interest, because the entire process of creating and maintaining mutually beneficial relationships with customers is through consumer buying interest so that high satisfaction is created (Elhabashy et al., 2024), and a long-term relationship is established between consumers and the company. CRM is a comprehensive approach that companies use to understand and influence customer behavior through meaningful communication with the aim of increasing customer acquisition, retaining existing customers, building loyalty and driving customer profitability (Amin, 2017).

In previous research conducted by (Mayasari & Swarnawati, 2024) what influences consumer purchasing interest is brand awareness and positioning, while research conducted by (Wibowo & Sarudin, 2023) what influences purchasing interest is Customer Relationship Management and Beveregas Service Department. Research findings (Nurdin et al., 2019) that influence purchasing interest are Celebrity Endorsers and Advertising. So, it can be concluded that what influences consumer purchasing interest includes Celebrity Endorsement, Positioning and Customer Relationship Management.

This study has novelty in 3 aspects. First, the variables used in the previous study were brand awareness and brand positioning in the study conducted by (Mayasari & Swarnawati, 2024). While in this study, the brand awareness variable was reduced and two other variables were added, namely celebrity endorsement and customer relationship management. The variables in the previous study were mostly carried out in the food and beverage sector, while in this study it was carried out in the fashion sector, especially in the clothing and hijab sectors.

Second, the theory used in previous studies is the theory of segmentation, targeting, and positioning (STP) where the theory explains how to divide the market, choose targets, and create product positions. While in this study using the theory of purchase intention theory where the theory explains that consumer purchasing interest is influenced by several factors such as celebrity endorsement, positioning, and customer relationship management. Third, the method used in previous studies used a quantitative approach, with an explanatory survey method. While in this study using a descriptive quantitative approach with a data collection method using a questionnaire with multiple linear regression analysis techniques, and using the purposive sampling method.

This study aims to analyze and examine in depth the influence of three important variables, namely Celebrity Endorsement, Positioning, and Customer Relationship Management (CRM), on Consumer Purchase Interest of Arinna Hijab products. Through this analysis, it is expected to provide a clearer understanding of how marketing strategies involving celebrity figures, how brands

position themselves in the market, and how companies in this case Arinna Hijab manage relationships with customers can influence consumer purchase interest in buying products. This study has a significant contribution, not only in developing marketing theory, but also providing practical insight for marketers and brand managers in designing more effective strategies to increase purchase interest, especially in the increasingly competitive hijab fashion industry.

LITERATURE REVIEW

Purchase Interest

Purchase interest refers to the actions and social relationships carried out by individual consumers, groups or organizations to assess, obtain and use products through an exchange or purchase process that begins with a decision-making process as the basis for the action (Nurdin et al., 2019). According to (Mubarok, 2016) "purchase interest is the extent to which consumers are likely to make a purchase of a brand or the tendency of consumers to take actions related to purchases".

Purchase interest refers to the intention or desire of consumers to make a purchase of a particular product, including the number of units they want to buy within a certain period of time (Pirmansyah, Vicky F. Sanjaya, 2021). Purchase interest can be interpreted as the opportunity or tendency of consumers to buy a product or service. In addition, this also reflects the intention or plan of consumers in making a purchase (Emy Lusyana, 2020).

Celebrity Endorsement and Purchase Interest

Celebrity endorsement is the use of figures (actors, entertainers, or athletes) who are known to the public for their achievements in fields that are different from the groups or products they support (Nurdin et al., 2019). Celebrity endorsers are advertising supporters or also known as advertising stars to support or promote a product (Wijaya et al., 2020). The use of celebrity endorsements can create a more positive attitude towards advertising and can increase consumer buying interest compared to non-celebrity endorsements (Z. B. Erdogan, 1999). Celebrities who have high credibility and attractiveness are believed to be able to promote a product well so that they can generate and increase consumer buying interest (Dewi, 2020). The results of a study conducted by (Nurdin et al., 2019) showed that celebrity endorsements were significant to consumer buying interest.

H1: Celebrity Endorsement has a positive and significant effect on buying interest in Arinna Hijab products.

Positioning and Purchase Interest

Positioning is a process of building and maintaining a certain place (image) in the minds of consumers about what is offered by an organization or individual (Sindi & Aslami, 2022). According to (Pira Aprilianti et al., 2023) "Positioning is how consumers distinguish a product based on important attributes, and how the product occupies space in their minds compared to competing products." Positioning is also interpreted as a product, brand, or company organization

viewed by consumers relatively based on important attributes, so that the product occupies a certain position in the minds of consumers compared to competing products. By implementing a positioning strategy in designing products and company images in such a way, it can form a distinctive and special impression in the minds of consumers (target market), so that they are considered superior compared to other companies (Maulidina & Tiris Sudrartono, 2024). The results of a study conducted by (Yuniyanto & Sirine, 2018) show that advertising (positioning) has a significant effect on purchasing interest.

H2: Positioning has a positive effect on purchasing interest in Arinna Hijab products.

Customer Relationship Management and Purchase Interest

Customer Relationship Management (CRM) is a long-term business strategy that aims to establish good relationships with customers (Rachman et al., 2023). Customer Relationship Management is a strategy designed to attract and retain consumers so that they can be loyal to the products or services offered by the company (Onassis et al., 2024). By implementing customer relationship management, companies are expected to be able to build good communication and relationships with their customers so that in producing a product, the company not only sells and markets products with good quality or competitive prices but can also answer the desires and needs of consumers (Yunus et al., 2022).

CRM is a promotional strategy that helps companies build good relationships with company goals, while involving consumers in interactions that generate revenue, the implementation of CRM has been shown to increase brand appreciation, and consumer attitudes that support these goals, and ultimately contribute to increased sales and consumer buying interest. The customer relationship management strategy is indeed designed to increase consumer buying interest, while emphasizing that customer relationships and level of experience influence buying interest (Azzam & Mangruwa, 2023). Customer relationship management can be applied on social media to help marketers reach new customers or attract consumer buying interest (Sansern et al., 2022). The results of a study conducted by Wibowo & Sarudin, (2023) showed that Customer Relationship Management greatly influences buying interest.

H3: Customer Relationship Management has a positive effect on buying interest in Arinna Hijab products.

METHOD

This type of research is exploratory research, which is a type of research that aims to explore in depth a phenomenon or problem that has not been widely known or researched before. In this context, the research was conducted to gain initial insight into consumer behavior and preferences towards Arinna Hijab products. With an exploratory approach, researchers not only focus on proving hypotheses, but also try to understand the factors that can influence consumer purchasing interest. To support objectivity in the process of data collection and analysis, this study uses a quantitative approach, which is an approach that relies on numerical data and statistical methods to systematically measure the relationship between variables. The population in this study were

consumers who wanted or had purchased Arinna Hijab products. The sample used in this study was 115 respondents and the sampling technique used the Purposive Sampling technique, which is a sampling technique with relevant considerations/objectives (Sugiono, 2011). The data used in this study is primary data, which is data obtained from the first data source at the research location or research object. The data collection technique uses a questionnaire, which is a set of written questions distributed to respondents to be filled in based on their experiences, attitudes, and perceptions of Arinna Hijab products. The measurement scale used is a 5-point Likert scale, which provides answer choices ranging from "strongly disagree" to "strongly agree". The collected data were then analyzed using multiple linear regression analysis, which allows researchers to determine the extent to which three independent variables influence one dependent variable. This analysis process was carried out with the help of SPSS software version 26.

RESULTS AND DISCUSSION

Research Results

Respondent Demographics

In this study, there were 115 respondents. Primary data collection was carried out by distributing questionnaires, which were distributed to people who were interested in buying and who had bought Arinna Hijab products. The respondents collected were classified based on several things, including age, gender, education, occupation, and income. After seeing the results of the questionnaire distribution, the general description of Arinna Hijab product respondents can be seen as follows:

Table 1. Respondent Profile

Variable Demographics	Category	N	(%)
Gender	Man	0	0%
	Woman	115	100%
Age	16-25 years	97	84.3%
	26-35 years	15	13.0%
	36-45 years	3	2.6%
	46-55 years	0	0%
	56-65 years	0	0%
education	SD	0	0%
	JUNIOR	22	19.1%
	SMA	48	41.7%
	Diploma	7	6.1%
	S1	36	31.3%
Work	S2	2	1.7%
	PNS	0	0%
	Private Employees	7	6.1%
	Student	84	73.0%
	Farmer	1	0.9%
Income	Miscellaneous	23	20.0%
	<500	38	33.0%
	500-1 million	45	39.1%
	2 million	22	19.1%
	<3 million	10	8.7%

Source: Research Data Process (2025)

Validity and Reliability Tests

The Validity Test is used to measure the degree of certainty in the assessment of the actual content or meaning being measured. The validity of the questionnaire item will be determined using the F test assisted by SPSS (*Statistical Product and Service Solution*). The validity test will be carried out by calculating the correlation coefficient between the subjects in the statement item and the score obtained from the results of the questionnaire, namely by looking for the value of the correlation coefficient (r) of each statement and comparing it with the critical value of the correlation table r . If $r_{\text{count}} > r_{\text{table}}$ then the question or variable is valid.

Reliability Test is a tool to measure a questionnaire which is an indicator of change. The reliability test method that will be used is the Cronbach Alpha method. The method used to test the reliability of the questionnaire in this study is by looking at the magnitude of the Cronbach Alpha value. A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 .

Table 2. Results of Validity Test and Reliability Test

No	Item	Test Validity		Test Reliability
		R_{count}	R_{table}	Cronbach' Alpha
1	X1.1	0.237	0,183	0,701
2	X1.2	0.379	0,183	
3	X1.3	0.509	0,183	
4	X1.4	0.493	0,183	
5	X1.5	0.387	0,183	
6	X2.1	0.556	0,183	0,801
7	X2.2	0.788	0,183	
8	X2.3	0.748	0,183	
9	X2.4	0.604	0,183	
10	X3.1	0.462	0,183	0,704
11	X3.2	0.559	0,183	
12	X3.3	0.191	0,183	
13	Y.1	0.605	0,183	0,751
14	Y.2	0.560	0,183	
15	Y.3	0.422	0,183	
16	Y.4	0.353	0,183	
17	Y.5	0.691	0,183	

Source: Research Data Process (2025)

Based on table 2, that the value of $r_{\text{count}} > r_{\text{table}}$, then all indicators are declared valid. And the results of the reliability test of all independent variables (X1, X2, and X3) show that the Cronbach's Alpha number is greater than 0.60. This can be said that all variables are declared reliable and can be continued into this research model.

Classical Assumption Test

Normality Test

The normality test is a test conducted with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. To find out whether the data is normal or not, it can be seen from the Kolmogorov-Smirnov Non-Parametric Statistic test. With data that will be declared normally distributed if the Sig. (2-tailed) > 0.05, and declared abnormal if the Sig. (2-tailed) < 0.05.

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.76158345
	Absolute	.057
Most Extreme Differences	Positive	.041
	Negative	-.057
Kolmogorov-Smirnov Z		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Data Process (2025)

Based on table 3, the results of the normality test with the One-Sample Kolmogorov-Smirnov test, obtained an Asymp.sig. value of 0.200c,d greater than 0.05, which means that all data on each variable is normally distributed. Thus, the normality assumption has been met.

Multicollinearity Test

This test aims to determine whether each variable is related to each other. A good regression model is a regression that does not have a correlation between independent variables. This multicollinearity test uses the tolerance value and the variance inflation factor (VIF) value. Among the independent variables there is a correlation approaching ≤ 1 or -1 , it means that the regression equation is not accurate for use in the basic decision-making equation, if the tolerance value is > 0.1% or equal to the variance inflation factor (VIF) value < 10, it means there is no multicollinearity between variables in the regression model.

Table 4. Multicollinearity Test Results

No	Variable	VIF Value	Information
1.	<i>Celebrity Endorsement (X1)</i>	1.223	Multicollinearity does not occur
2.	<i>Positioning (X2)</i>	1.378	Multicollinearity does not occur
3.	<i>Customer Relationship Management (X3)</i>	1.369	Multicollinearity does not occur

Source: Research Data Process (2025)

Based on the multicollinearity test in table 4 above, it is known that all independent variables have a VIF value of more than 10, therefore it can be concluded that in this study there is no case of multicollinearity in the independent variables.

Heteroscedasticity Test

The heteroscedasticity test is a test that assesses whether there is inequality of residual variance for all observations in the linear regression model. A good regression model does not experience heteroscedasticity. To find out whether or not there is heteroscedasticity in a regression model, it can be seen in the Scatter Plot, namely the distribution of points obtained is formed randomly, does not form a certain pattern and the direction of distribution is above or below the number 0 on the Y axis.

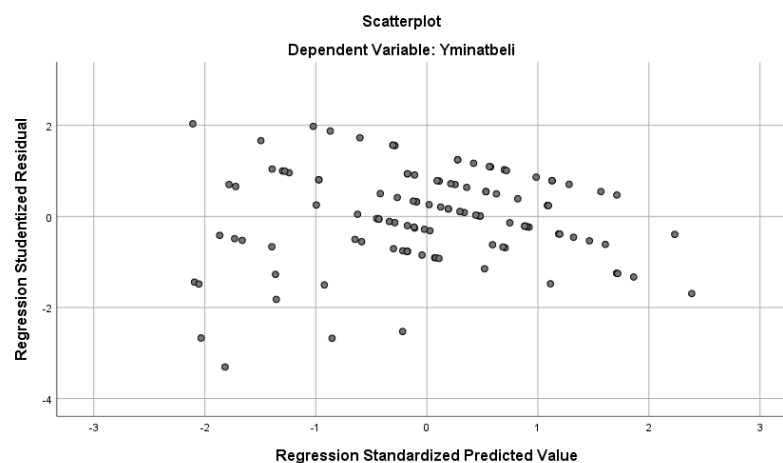


Figure 1. Heteroscedasticity Test Results

Source: Research Data Process (2025)

Based on the scatter plot test shown in the image above, it can be seen that the distribution of the points is irregular, and it can be said that there is no heteroscedasticity in this research model.

Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the disturbance error at t and the disturbance error in period $t-1$ (previously). A good regression model is a regression that is free from autocorrelation. To detect autocorrelation, the Durbin-Watson statistical test (DW test) can be carried out. A study is said to have no autocorrelation if the dU value $< DW < (4-dU)$. The DU value is obtained from the Durbin-Watson (DW) table, with a significance level of 0.05 (5%), with degrees of freedom according to the number of respondents while the DW value is obtained from the Model Summary table.

**Table 5. Autocorrelation Test Results
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.630 ^a	.397	.380	1.582	1.849

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2

b. Dependent Variable: Total Y

Source: Research Data Process (2025)

Testing method using test Testing method using Durbin-Watson test (DW test). The decision of Durbin-Watson test is $DU \leq DW \leq (4 - DU)$ then H1 is accepted, meaning there is no autocorrelation. In this study, the number of independent variables used is 3 and the number of data is 115, so $k = 3$, $n = 115$. By using a 5% error rate, we get the value of $dU = 1.7496$ and $dL = 1.6427$. The results of the calculation of the Durbin Watson value produced by the regression model are shown in the SPSS Durbin Watson calculation table with a value of 1.816. It can be concluded that the regression results $DU \leq DW \leq (4 - DU)$ or $1.7496 (1.816 < 4 - dU = 2.2504)$ do not have positive or negative autocorrelation.

Multiple Linear Regression Analysis

Regression analysis is a study of the dependence of a dependent variable (bound) with one or more independent variables (explanatory/free variables) with the aim of estimating and/or predicting the population mean or the average value of the dependent variable based on the known value of the independent variable. The statistical calculation process in this study is by using the SPSS system on a computer. The following are the results of data processing using the SPSS program:

Table 6. Multiple Linear Regression Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	14.113	2.042		6.913	.000
TotalX1	.518	.088	.465	5.857	.000
X2	.371	.081	.416	4.602	.000
X3	-.731	.129	-.503	-5.652	.000

a. Dependent Variable: Ypurchase interest

Source: Research Data Process (2025)

Table 6 describes the coefficient results of the Celebrity Endorsement variable (X1) of 0.518, the positioning variable (X2) of 0.371, the customer relationship management variable (X3) of -0.731 with a constant of 14.113. The resulting regression equation model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 14.113 + 0.518X_1 + 0.371X_2 - 0.731X_3 + 2.042e$$

The results of the multiple linear regression equation values explain that each independent variable has a significant positive and negative relationship with the dependent variable.

Hypothesis Test

Partial Significance Test (T-Test)

The t-test is used to test the significance of partial coefficients by comparing the calculated t and t-table values. If t-count > t-table then the independent variable has a partial effect on the dependent variable. Conversely, if t-count < t-table then the independent variable does not have a partial effect on the dependent variable.

Table 7. Results of the t-Test (Partial)

Model	t _{count}	t _{table}	Sig.	Description
X1 <i>Celebrity Endorsement</i>	5.857	1,658	,000	Accepted
X2 <i>Positioning</i>	4.602	1,658	,000	Accepted
X3 <i>CRM</i>	-5.652	-1,658	,000	Accepted

Source: Research Data Process (2025)

The t value for each parameter variable can be obtained from the result of dividing b by Std. Error, where t_{table} at $\alpha = 5\%$ with df 115 is 1.658. The basis for decision making in the t test using SPSS is If the significance < 0.05 then H₀ is accepted. Based on table 7, the t test values are as follows:

H1: Celebrity Endorsement has a positive and significant effect, this is evidenced by the t-count value being greater than the t-table value ($5.857 > 1.658$) and the significance value is also smaller than 0.05, which is 0.000. So it can be concluded that celebrity endorsement has a positive and significant effect on the interest in buying Arinna Hijab products.

H2: Positioning has a positive and significant effect, this is evidenced by the t-count value being greater than the t-table value ($4.602 > 1.658$) and the significance value is also smaller than 0.05, which is 0.000. So it can be concluded that positioning has a positive and significant effect on the interest in buying Arinna Hijab products.

H3: Customer Relationship Management has a negative and significant effect, this is evidenced by the t-count value being greater than the t-table value ($-5.652 > -1.658$) and the significance value is also smaller than 0.05, which is 0.000. So it can be concluded that positioning has a negative and significant effect on the interest in buying Arinna Hijab products.

Simultaneous Significance Test (F Test)

The F test is used to test the significance of more than one Variable X in influencing Variable Y and this test is carried out simultaneously.

**Table 9. F Test Results (Simultaneous)
ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	184.985	3	61.662	24.825	.000 ^b
Residual	275.711	111	2.484		
Total	460.696	114			

a. Dependent Variable: Ypurchase interest

b. Predictors: (Constant), XX3, Total X1, X2

Source: Research Data Process (2025)

Based on the table above, it can be seen that the Fcount obtained from the SPSS program is 24,825. Meanwhile, to find out the Ftable, from the number of respondents 115 people, and df for the numerator used the value k-1, while df for the denominator used n-k is the number of independent variables and n is the respondent with a significance rate of 5% (0.05). So, df numerator = 4 - 1 = 3, while df denominator = 115-4 = 111 obtained ftable 2.69. So it can be seen that fcount is greater than ftable (24,825 > 2.69) which means that the celebrity endorsement, positioning, and customer relationship management factor variables simultaneously or together influence purchasing interest.

Coefficient of Determination Test (R²)

Coefficient of Determination Test (R²) is used to determine how much influence the independent variables have on the dependent variable. The calculation results using SPSS are as follows:

**Table 10. Results of the Determination Coefficient Test
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.385	1.57603

Predictors: (Constant), X3, X1, X2

Source: Research Data Process (2025)

The R² value in the table above is 0.402 which shows that the determinants X1 (Celebrity Endorsement), X2 (Positioning), X3 (Customer Relationship Management) on Purchase Interest are 40.2% if in percentage form. While the remaining 59.8 is influenced by other variables called error terms, the value of these other variables is obtained from 100% - 40.2%, the remaining 59.8% of the results are variables that are not explained in the model.

Discussion

The Influence of Celebrity Endorsement on Purchase Interest of Arinna Hijab Products

The results of this study indicate that celebrity endorsement has a positive and significant influence on consumer purchase interest in Arinna Hijab products. This means that the presence of public figures or celebrities has succeeded in encouraging consumer interest in buying the products offered. Celebrity involvement also provides added value to the product, because it makes the product look more exclusive, fashionable, and in accordance with today's lifestyle, especially among young people and social media users. When celebrities who are considered relevant to the audience promote a product, consumers will find it easier to feel emotionally connected, and this triggers the desire to try or buy the product.

This study reinforces the idea that celebrity endorsement is not just a marketing strategy, but also a brand communication tool that can strengthen the image and encourage consumer action. Therefore, Arinna Hijab is advised to continue to maintain this strategy by choosing celebrities who match the values, style, and target market of its brand. The results of this study are in accordance with previous research conducted by (Farouq & Rusdi, 2023), which was conducted in Depok with marketing communication theory and using a quantitative approach method and conducting a survey on 100 respondents who stated that Celebrity Endorsement has a positive influence on consumer purchasing interest. This study is also supported by research conducted by (Dewi, 2020) stating that E-WOM, Celebrity Endorser and Brand Image have a positive and significant effect on purchasing interest. Meanwhile, the research findings (Danaswari & Hidayati, 2024) explain that celebrity endorsements significantly increase consumer purchasing interest.

The Influence of Positioning on Purchase Interest of Arinna Hijab Products

The results of the study show that the positioning strategy implemented by Arinna Hijab has a significant and positive impact on consumer purchase interest. Clear positioning that is in accordance with the identity of the target market, in this case Muslim women who prioritize style but remain sharia, is able to create a positive perception of Arinna Hijab products. Consumers feel that this brand is able to represent their identity, so that a sense of emotional attachment arises that encourages interest in buying. In addition, the clarity in product placement in the minds of consumers makes Arinna Hijab more easily recognized than its competitors. The differentiation that is highlighted through design, material quality, and a fashionable but still polite brand image provides added value that is a special attraction for consumers. In other words, the stronger and more precise the positioning built by Arinna Hijab, the higher the tendency of consumers to show purchase interest in the products offered. This confirms that positioning is not just a marketing strategy, but also an important factor in shaping consumer perceptions and decisions.

The results of this study are in accordance with previous research conducted by (Hariyanto, 2023). The sample of this study was 50 respondents using accidental. The analysis technique used is multiple linear regression analysis which states that Positioning and Personal Selling have a positive and significant effect on consumer purchasing interest. And research conducted by (Lakchan & Samaraweera, 2023). This research is a quantitative study with 300 respondents. The data analysis

used is multiple linear regression analysis which states that Brand Positioning and Brand Knowledge have a good/positive effect on Impulsive Purchasing Intention. This research is also supported by research conducted by (Rahayu & Widodo, 2019). This research was conducted in Bandung using 100 respondents with convenience sampling techniques. The research method used in this study is a quantitative method with the type of research used is descriptive verification with the Structural Equation Modeling (SEM) analysis method. The results of this study indicate that positioning has a positive and significant effect on purchase intention.

The Influence of Customer Relationship Management on Purchase Interest of Arinna Hijab Products

The results of this study indicate that the implementation of Customer Relationship Management (CRM) by Arinna Hijab has a positive impact on consumer purchasing interest. The CRM strategy implemented includes structured and sustainable customer relationship management, such as friendly customer service, responsive communication via social media, and offers tailored to customer needs. If there is a more personal relationship between the brand and the customer, consumers feel more appreciated and cared for. This creates a feeling of comfort and high trust in the Arinna Hijab brand. When consumers feel emotionally connected and receive satisfactory service, they tend to have a greater interest in making purchases. Consistency in building good relationships not only encourages consumers to buy, but also increases the chances of repeat purchases. This confirms that CRM that is implemented properly can be a key strategy in increasing purchasing interest in Arinna Hijab products.

The results of this study are in accordance with previous research conducted by (Wibowo & Sarudin, 2023). The results of this study indicate that the dimensions used in Customer Relationship Management, namely Customer Orientation, Customer Relationship Management Organization and Knowledge Management, have been proven to trigger Purchase Interest which includes the Attention, Interest, Desire, and Action Dimensions for Food and Beverages InterContinental Jakarta Pondok Indah products. And research conducted by (Azzam & Mangruwa, 2023). The research is a quantitative study with 150 respondents. Data analysis using the Structural Equation Model (SEM). This study states that purchase intention is significantly influenced by CRM and brand image.

This study is also supported by research conducted by (Elhabashy et al., 2024). This study is a quantitative study with 440 respondents with a structural equation model (SEM) analysis which states that E-CRM has a significant effect on purchase interest, E-CRM has a significant effect on Customer Electronic Satisfaction and Purchase Intention. Finally, this study found that there is a partial mediation effect of Customer E-Satisfaction between the relationship between E-CRM and Purchase Intention in Egyptian SMEs.

CONCLUSION

All independent variables, namely celebrity endorsement, positioning and customer relationship management have a significant positive and negative influence on purchase intention. The results of this study support the theory of (Kotler Keller, 2016) which states that marketing

communication elements such as selective use of celebrities, brand strategy, and good relationships with customers can shape positive consumer perceptions and increase purchase intention. This finding is also supported by research (B. Z. Erdogan, 1999) which shows that celebrity credibility influences consumer attitudes and purchase intention. And research conducted by (Kevin Lane Keller, 2016) also states that strong positioning can shape positive consumer perceptions and increase purchase intention. This study is also supported by research conducted by (Sin et al., 2005) which found that the implementation of an effective CRM strategy can encourage increased consumer purchase intention through trust and satisfaction. This study is cross-sectional in nature where data is taken or collected from many subjects at one point in time without tracking their changes over time. The findings are the importance for companies to be more selective and strategic in choosing public figures, building a consistent brand image, and maintaining positive interactions with customers.

The research contributes to the development of literature in the field of marketing, especially in understanding the factors that influence consumer purchasing interest. These findings also prove that the purchase intention theory where the theory explains that purchasing interest is influenced by several factors such as celebrity endorsement, positioning, and customer relationship management.

Recommendation

Future research suggests that the dependent variable of purchase interest can be changed into consumer loyalty by using Customer Loyalty theory, considering that loyalty is a long-term form of consumer attachment to a brand or company. And it is recommended for further research to add other independent variables such as brand trust, brand image, or digital marketing so that the analysis of purchasing interest becomes more comprehensive.

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